

Message Text

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71

ACTION EUR-25

INFO OCT-01 IO-14 ISO-00 L-03 SS-20 NSC-07 EB-11 TRSE-00

CIEP-02 OMB-01 COME-00 STR-08 EPA-04 CEQ-02 H-03

PRS-01 USIA-15 RSC-01 DRC-01 /119 W

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R 061400Z JUN 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 3725

INFO USMISSION EC BRUSSELS

USMISSION GENEVA

UNCLAS THE HAGUE 2818

PASS STR AND EPA

E.O. 11652: N/A

TAGS: ETRD, SENV, NL

SUBJECT: PROPOSED US LEGISLATION AGAINST THROWAWAY

CONTAINERS

1. DURING COURSE OF MORE GENERAL CONVERSATION, MINECON DIR GEN VAN OORSCHOT EXPRESSED TO ECON/COMMERCIAL COUNSELOR CONCERN OF GON THAT PROPOSED US LEGISLATION TO OUTLAW THROWAWAY CONTAINERS WOULD HAVE DEVASTATING EFFECT ON HEINEKEN EXPORTS TO US. HE SAID HE HAD INSTRUCTED DUTCH EMBASSY WASHINGTON TO DISCUSS PROBLEM WITH APPROPRIATE US AUTHORITIES. AS DUTCH BEER EXPORTS TO US IN 1973, NEARLY ALL IN THROWAWAYS, TOTALLED US \$20 MILLION, OUTLAWING OF THROWAWAYS WOULD CONSTITUTE MAJOR NEW NTB AFFECTING DUTCH/US BILATERAL TRADE, ALREADY HEAVILY IMBALANCED IN US FAVOR.

2. WHILE WE RECOGNIZE (AS DUTCH DO) THAT LEGISLATIVE PROPOSALS IN THIS FIELD ARE INSPIRED LARGELY, IF NOT EXCLUSIVELY, BY ENVIRONMENTAL CONSIDERATIONS, THEY CLEARLY WORK GREATER HARSHSHIP ON FOREIGN THAN DOMESTIC SUPPLIERS. MAJOR PORTION OF HEINEKEN'S DUTCH PRODUCTION OF BEER AND GLASS IS TAILOR-MADE FOR US MARKET. CONVERSION TO RETURNABLE CONTAINERS WOULD APPEAR HOPELESSLY UNECONOMIC. PRODUCTION IN

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US, LONG RESISTED BY HEINEKEN ON POLICY GROUNDS, MAY PROVE ONLY ALTERNATIVE BUT INTERIM TRANSITIONAL PERIOD WOULD BE EXTREMELY DIFFICULT.

3. TO RESPOND TO GON CONCERN ON THIS SUBJECT WE WOULD WELCOME STATEMENT OF ADMINISTRATION'S POSITION ON PENDING LEGISLATION, INFORMATION ON LIKELIHOOD OF CONGRESSIONAL APPROVAL, AND SOME INDICATION OF LIKELIHOOD THAT IMPACT ON OVERSEAS SUPPLIERS CAN AND WILL BE MITIGATED.

GOULD

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: LAW, IMPORTS, CONTAINERS, ALCOHOLIC BEVERAGES, TRADE CONTROLS
Control Number: n/a
Copy: SINGLE
Draft Date: 06 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974THEHA02818
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740146-0233
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740667/aaaachwq.tel
Line Count: 71
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 26 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 AUG 2002 by PhilliR0>; APPROVED <08 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED US LEGISLATION AGAINST THROWAWAY CONTAINERS
TAGS: ETRD, SENV, NL, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005